

ENGLISH SPEAKING
CANCER ASSOCIATION

2014 ANNUAL REPORT



free professional counselling

geneva

group discussions
peer support
information

vaud

www.cancer support.ch

library

bosom pals
breast cancer support group

gym classes

neighbouring france

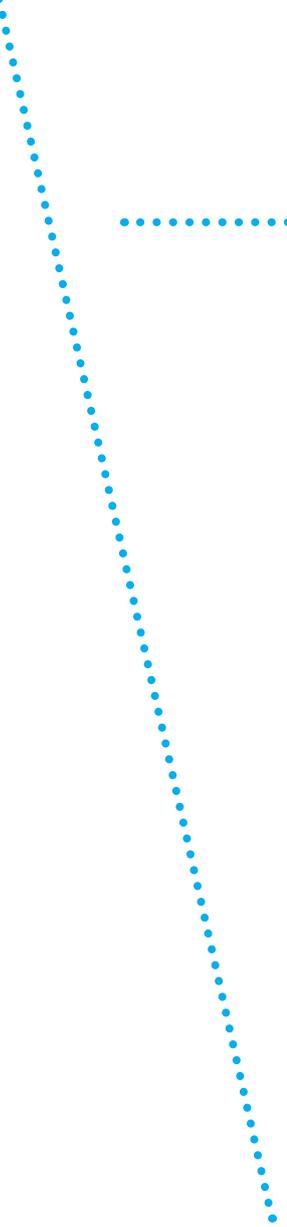
volunteer training

fund raising

bereavement group

drop-in centre

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MESSAGE FROM THE PRESIDENT 2014

ANNUAL REPORT

Dear **esca** Members, Supporters and Friends,

As you will see from the report that follows, the english speaking cancer association (**esca**) continues to offer a high level of support services in English for cancer patients and their loved ones in the Léman area and to focus on activities that raise cancer awareness in the community as a whole.

None of this would be possible without the exceptional dedication of our hardworking volunteers and our counsellors, who train and supervise them, as well as to the great generosity of those who support our work.

I would like to thank my fellow members of the board who have endeavoured "to increase **esca**'s exposure in the Lac Léman area as a unique, professionally assisted volunteer organization where emotional and practical support in English is freely available for those affected by cancer, and to strive for the financial security to do so."

We also wish to thank the management team that coordinates the day-to-day activities of the association. They set very high goals and they accomplished a huge amount of work in 2014.

Special thanks go to all those who have helped us along the way, notably to Webster University for the use of their campus for meetings and events and the YWCA for the use of their facilities for our Wednesday information and discussion evenings.

We thank our local foundations for their generous support of **esca** and are particularly grateful to all individuals who have made donations and organized events to raise funds for **esca**.

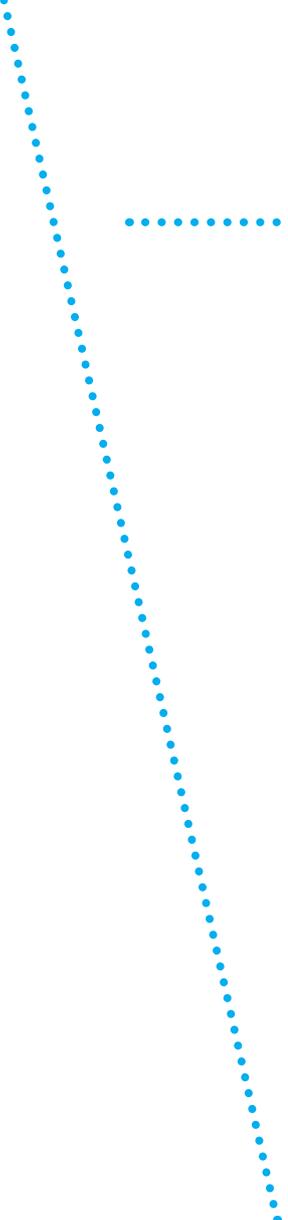
Finally, huge thanks to the companies and individuals who participated in our now famous annual Paddle for Cancer Dragonboat Festival, which is a continued success and the proceeds of which are instrumental in enabling us to continue to offer our services. Our silent auction and the CHALLENGE were extremely successful thanks to the earnest efforts of those involved! Trafigura not only won the CHALLENGE but also then matched the funds raised!

In closing, we would like to extend heartfelt thanks again to all of our committed volunteers without whom the services we offer would simply not be possible!

With very best wishes for the year ahead,

Catherine Blanc, President





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fund raising
mindfulness-based communications courses
bereavement group
drop-in centre



PAGE

2	SUPPORT & COUNSELLING
4	DROP-IN CENTRE & OFFICE
5	esca LIBRARY
6	EXERCISE CLASSES
7	VOLUNTEERS
8	OUTREACH & COMMUNICATION
9	BREAST CANCER NETWORK
10	EVENTS



SUPPORT & COUNSELLING

Client support is *esca*'s raison d'être and is carried out on several levels. Peer support continues to be the primary service provided, and a total of 74 clients received direct regular or occasional peer support from 37 peer supporters, depending on their individual needs, for a total of 1096 hours.

Approximately 250 other clients received assistance and support through various *esca* outreach events and as visitors to the drop-in centre, Wednesday evening information and discussion meetings and coffee meetings. Not counted here are the many family members and others close to our clients, whose lives are touched by *esca*'s support community.

The Support Coordinator, Raynelle Arcaini, with the help of the Bosom Pals Coordinators Annabel Pulcrano and Sonia Gunton, hosted monthly coffee mornings for breast cancer clients. These meetings are becoming more and more popular. On average 10-12 bosom pals members attend each meeting, where women in treatment find support from others who have had similar experiences.

Analogous meetings for other *esca* members related to cancers other than breast cancer are the newly established Friday morning coffee discussion groups. The first two were held in September, hosted by Kate Marx, and in November, moderated by Karin Delamarter who spoke about the importance of physical activity after cancer treatment. These meetings will continue to be held on the second Friday of the months of February, April, May, July, September and November. They are hosted by trained peer supporters who either bring in guest presenters or introduce a topic of interest for discussion, and are assisted by the counsellors.

In addition to the morning coffee and discussion groups, *esca* held several of its traditional Wednesday evening information and discussion meetings.

- FEBRUARY Annabel Pulcrano moderated a discussion on 'Sleep, what it is, why it's important, and how we can do it well'.
- MARCH Resiliam presented the work of their organization for the support of children in families going through cancer or other serious illness.
- APRIL Marie-Dominique King spoke on 'Communication: patient, doctor, family, insurance company and employer'.
- MAY Pat Agnew gave a presentation on Reflexology.
- OCTOBER *esca* members were invited to see the film, 'Rope of Solidarity'.
- DECEMBER The annual Christmas party was held, with a meditation led by Raynelle Arcaini.

We continue to be most grateful to Una Murphy and Jackie Hillman for organizing the refreshments for the evening events, and to the YWCA for the use of their room.

The counselling team of Thea Marais, Raynelle Arcaini and Bianca King continued to be involved in numerous client support activities as well as training and support activities for the volunteers and peer supporters throughout 2014.

Two volunteer training programmes and one training programme for new peer supporters were held in 2014. We have a fairly high turnover of volunteers because of the nature of the expatriate population in Geneva where many people are here only for a limited time. Fortunately, we are able to engage and train many new volunteers every year.

Our 37 peer supporters were offered three additional days of advanced training during 2014, as well as support and supervision meetings every six weeks. This continues to improve their skills and level of competence, resulting in a more cohesive and confident team, able to offer a more advanced level of peer support to clients. This, in turn, allows the clients to feel more at ease and confident.

The *esca* Paddle for Cancer committee again decided to donate a portion of the Fundraiser's CHALLENGE to *esca*'s support services, which also assist cancer patients and family members in receiving important professional counselling not covered by their insurance. We are able to spend between one and ten counselling sessions with clients depending on their needs. This has been of great assistance to those often very ill clients and their families.

In the case of clients who require more than ten sessions to see them through their time of need, the counsellors often provide sessions at no charge to the client or to *esca*. Additionally, for clients who request further counselling support past the time of most urgent need, *esca* counsellors continue, as a professional courtesy, to offer additional private sessions for an unlimited time at a greatly reduced rate compared to local counselling fees.

In total we counselled 53 clients during 2014, offering 264 hours of counselling. This comprised 27 clients with cancer (127 hours), 20 carers or family members (116 hours) and six bereaved clients (21 hours). These numbers are higher than those for 2013, as they include those hours of counselling that are not remunerated.

Two of our counsellors attended an intensive residential training in MBSR (Mindfulness Based Stress Reduction) run by Florence Meleo-Meyer and Saki Santorelli in Rome (self-funded). They continue to use these advanced skills when running programmes for both clients as well as volunteers. During 2014, the counsellors ran two eight-week MBCT– Cancer programmes for clients. These group programmes offer clients contact with the counsellors and others in a similar situation, enabling them to feel supported and more in control of their own situation. These programmes were funded by the Cargill donation.

The counselling team continues to function as a cohesive unit and, as they each have individual skills and expertise, they are able to offer a total package of support to clients and their families as well as the peer support team. This allows *esca* to offer a full range of support to the English-speaking community in Geneva and neighbouring regions.



Raynelle Arcaini, Support Coordinator and Board Member

Thea Marais, Counselling Coordinator
and Peer Support Training and Supervision

Bianca King, Counsellor and Trainer

Annabel Pulcrano, Wednesday Evening Meetings Coordinator
and Bosom Pals Co-Coordinator

Sonia Gunton, Bosom Pals Co-Coordinator



DROP-IN CENTRE & OFFICE

The drop-in centre, open on Tuesdays and Thursdays, offers visitors the opportunity to find out about esca's support services and activities in a confidential environment. It was open to the public for a total of 400 hours during 2014. Over the year it was staffed by some 25 trained volunteers who gave regularly of their time to welcome and talk to personal callers and library browsers; deal with phone enquiries; assist counsellors with client related matters; help events and fundraising organisers with materials or any other needs and, crucially, assist the office manager with the regular office tasks. There are always two volunteers on duty when the drop-in is open, one of those being a peer supporter.

During the latter half of 2014, a complete reorganisation transformed both the appearance and function of the drop-in area and what was formerly the adjacent meeting room. The former meeting room is now a bespoke office, with the desks, computers, printers and filing cabinets out of sight from clients and callers. The drop-in area, as a result, is a light, peaceful, welcoming place which better serves our clients and allows an increasingly cost-effective use of space.

The drop-in can now be used for all that used to take place in both the meeting room and drop in (management, peer support and communications meetings; bosom pals coffee mornings, bi-monthly discussion groups, Look Good Feel Better) but the enlarged space means it becomes efficient for group trainings and counsellor-led client support groups. Among these to have taken place over the last 6 months are: volunteer orientation training, bereavement support groups; Mindfulness Based Cognitive Therapy groups and peer support training. Client feedback indicates that this has been a very welcome development.

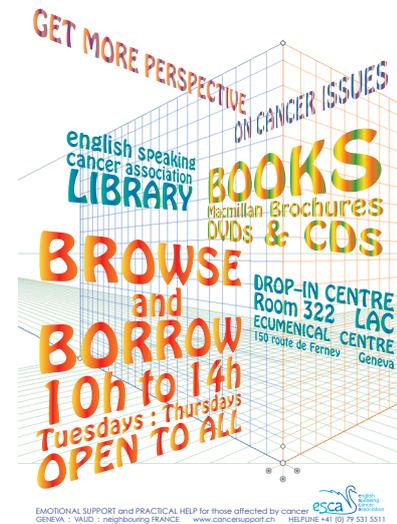
Clients and other visitors, whether waiting for a counsellor appointment, visiting the library or seeking information, are always made welcome with refreshments and a quiet place to sit and talk if needed. Our warmest thanks go to all who gave of their time or donated to the drop-in during 2014.



– Margaret Stourton, Drop-In Coordinator

The library continues to function as one of the principal resources of the drop-in centre and another 30 new books were added during 2014. We try to keep the size of the collection stable, due to space restrictions, so obsolete or older titles are removed regularly. As before, Beryl Allardyce continues to participate in updating the database and Sandra Oakley helps more and more in the running of the library. She is now joining me 'officially' as one of the librarians. She not only looks after the collection of Macmillan brochures but also the day-to-day procedures for improving access to information. I shall continue with the selection and ordering of new books but it is only with the input of users that we can be sure that our choices are relevant to your needs.

Our local bookseller Offtheshelf has unfortunately closed. The esca account has been transferred to Payot (English section, Chantepoulet).



– Irene Bertrand and Sandra Oakley, Librarians



EXERCISE CLASSES

Since 2009, *esca* has provided two weekly gym classes, one on Monday evenings and the other on Thursday mornings. The Monday evening class is open to all *esca* members, caregivers and volunteers and for the first time a man has joined the group! Held at the International School Nations Campus, there were 13 participants last year. The Thursday morning group is for women who have had breast cancer and several women have attended since 2009. This class of ten takes place at Webster University which, like the International School, very kindly lets us use the gym free of charge. Donations from class participants during the last two semesters came to CHF 5540!

Both classes start with a general cardio warm up to music and then continue with stretching and postural exercises, followed by strengthening exercises, ending with a cool down and relaxation. Both groups are very motivated and work hard at staying fit and overcoming some of their physical and emotional limitations. The participants take the opportunity to share experiences and information and encourage each other!



In December a group of 20 participated in the annual 8 km *escalade* walk from Veyrier to Bastions Park, all wearing either pink hats, earmuffs and/or waving pink pompoms! See picture!



It is fun to teach these *esca* classes to motivated and inspired people and I would like to thank everybody for their participation!

– Karin De Lamarter, RPT

esca volunteers committed 5503 hours to the association throughout 2014. Without this dedication our mission to provide support and awareness could not continue.

We added 21 new volunteers to the esca team. This group brings a huge array of skills to complement the association.

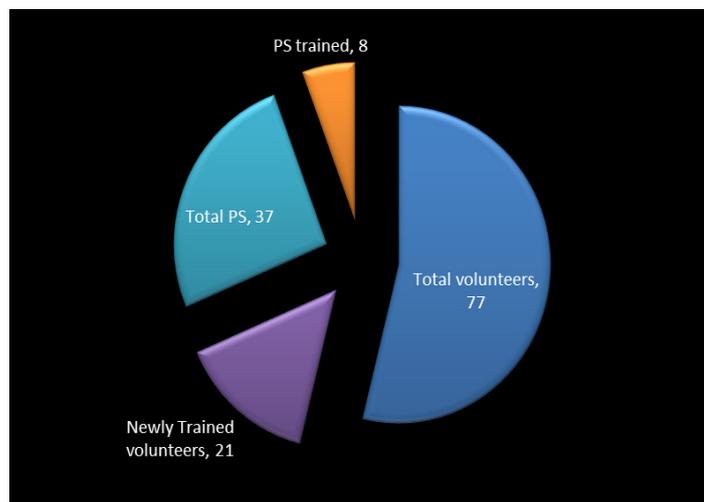
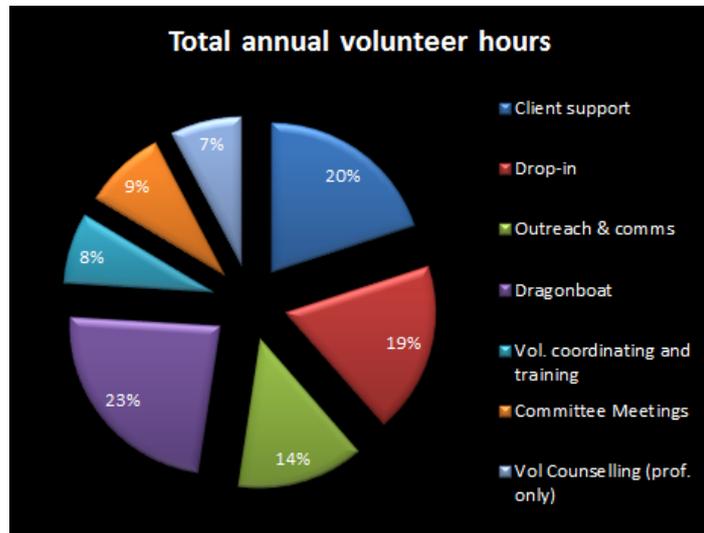
We provided two volunteer training days in June and again in October. These give an overall introduction to esca, how the association works, structure and history with our various team leaders attending to give a brief outline of their work and projects, enabling all new volunteers to have a feel for esca and decide where they may wish to be involved.

While we have a steady interest in volunteering, many leave for various reasons or may undertake the training and then feel it is not for them. We have a new team of volunteers involved in events and fundraising. They have been keen to enhance our profile on various social media outlets such as Facebook and Twitter.

Our annual Paddle for Cancer Dragonboat Festival in September showed how fortunate we are to be staffed by such a dedicated team. Not only did they support Paddle for Cancer in terms of manning stalls, feeding volunteers and running the silent auction, they also provided information for new volunteers and prospective clients. In addition many volunteers are also peer supporters, or involved in our second-hand book sales, participating and setting up information stands at Expat Expo, various other presentations and awareness campaigns and contributing to esca's mission and vision.

As a thank you to all our volunteers, who are a great bunch of people to be involved with, we organised dinner on the shores of Lake Geneva in a bus, with fabulous food!

– Leanne Lynch, Volunteer Coordinator





OUTREACH & COMMUNICATION

The combining of outreach and communications teams has helped in eliminating repetition. However, the temporary leave of Finola McElgunn, outreach team leader, has meant that perhaps fewer tasks have been accomplished than we had hoped.

Most important is the completion of the survey of *esca*'s membership, thanks to Herve Turpault. Acting on information from those answers and using the talents of several of our new volunteers, we have:

- increased our presence on the internet, especially social media, and we will continue to develop this outlet;
- identified volunteers who will work on reaching the medical community;
- and attempted to build a 'brand' look through Lynn Hegi's new design, including the 'word cloud', which is being used in all of our communications—webpage, newsletter, flyers, bookmarks, notepads, letterhead - even this annual report. For this year we have also added to our visuals a 15th anniversary logo.

The survey also confirmed the importance of our newsletter and our library. Special thanks to Sally Alderson for not once failing to produce an interesting, informative newsletter, despite her efforts to hand over that responsibility. New volunteer Surita Dupreez has stepped into the post with enthusiasm, talent, and patience.

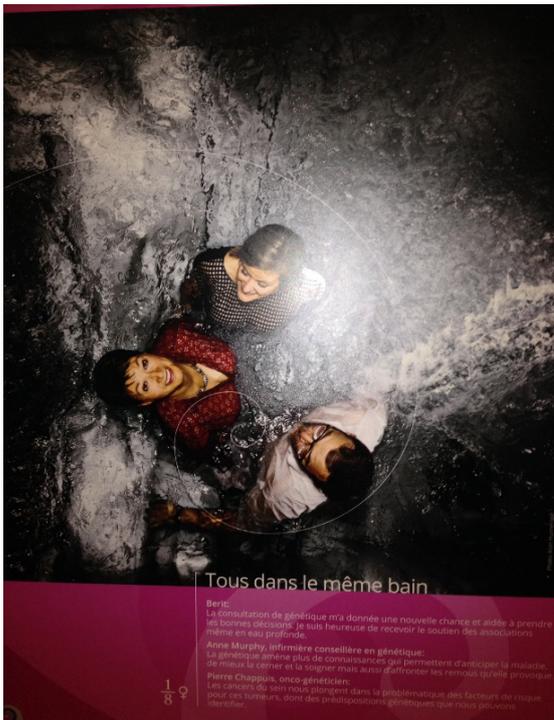
At the board's request we worked with WRS to produce a radio advert which ran in for three months from October. Feedback has been positive, but at this stage we don't know how many new people may have been reached. Updating our contact list is an ongoing operation, partially handled by Annette Grant. Our main challenge remains reaching the medical community. So far the advances we have made in that area are due to activities and participation in certain events. We believe that increased use of the internet, especially social media, will continue to spread our name and mission in the area. Developing an overall marketing strategy will help us identify and prioritise our tasks, which will make this committee more effective.

– Patsy Morgenstern



esca continues to be represented on the Réseau Cancer du Sein, Geneva's Breast Cancer Network, which unites medical professionals, patient associations and breast cancer survivors who work together on treatments and better care for patients. Several of the events listed below were organised by the Réseau with esca volunteers present.

The Réseau now has about 100 members with 25-30 regularly attending meetings. Three meetings were held in 2014 and several special teams were formed to work on different projects, such as: research, cancer in young women, side effects, guidelines for treatments, socio-economic impact, information and awareness and fundraising. The Carnet de Bord is often discussed and workshops continue to be held regularly in Geneva, Lausanne and the Valais. There is a team working on providing these workshops online but confidentiality is an issue.



The Réseau's big information campaign this year was the photo exhibit 'tous dans le même bain' which was financed by the Loterie Romande. Breast cancer patients were photographed with their oncologist, physiotherapist, nurse or social worker while in water. Fantastic posters photographed by Alain Humerose were exhibited at the Bain de Cressy and in different places in Geneva during October. One of esca's clients participated with a genetic researcher.

October 10th was the annual Pink Hockey Night by the Geneva Servette Hockey Club (see report under October Breast Cancer Awareness Activities).

– Karin De Lamarter, RPT



EVENTS

USED-BOOK SALES



Since 2012, volunteers at *esca* have held monthly used-book sales as a fundraiser for the association. In 2014, nine book sales were organized in the lobby of the Ecumenical Centre raising a total of CHF2,352. *esca* has received many donations of books and DVDs throughout the year which allowed us to keep a good standard in our collection, although we now request only new paperbacks as we no longer have space for larger coffee-table books. One of our book sales was combined with a sale of floral arrangements and baked goods. We also held a Christmas sale, selling small *esca* stocking fillers, baked goods and lavender bags. The team feels that monthly sales are less profitable, so during 2015 we shall hold the sales a bit further apart. Thank you to the team of volunteers who have regularly helped at the book sales.

– Jackie Hillman

MARATHON GENÈVE



As in 2014, *esca* participated in the Geneva marathon. We ended up with ten volunteers and were assigned to work the final water station in Collonge-Bellerive, ready to go by 8.00 on Sunday morning. *esca* volunteers worked hand in hand with the event organisers. Fruit was cut and energy drinks prepared. The dynamic *esca* team was quickly ready. Also at this location was a band to cheer on the runners as well as the busy volunteers. All had a great time despite the *bise noire*!

– Annette Käid

FORUM DES ASSOCIATIONS

For the third year, the oncology nurse from the HUG organized a forum for associations that deal with cancer patients. Oncologists, specialised nurses and other professionals spoke about the latest research and problems they encounter. Associations had tables to display their brochures. It is an excellent opportunity for *esca* to present our activities and connect with the other associations and most of all to see that we have an important place in the Geneva medical community!

– Karin Delamarter



GOLF TOURNAMENT

International Golf Associates held its third charity golf tournament on behalf of *esca* at the Divonne golf club in June. 48 players each paid € 50 donated entirely to *esca*. In addition, an auction was held for prizes received. CHF 3038 were raised for *esca*! There will be an IGA committee meeting in 2015 when it will be decided who we will support in our annual charity this year.

– Barry Metcalfe



FOUR SEASONS 5K RUN FOR HOPE

In September, several *esca* volunteers and members participated in the 5th Run for Hope. The event is held annually and organised by the Four Seasons Hotel in Geneva. This 5K started in Canada where it is called the Terry Fox Run in memory of Terry Fox, who was diagnosed with cancer in 1979 and, in an effort to raise money and awareness, attempted to run across Canada in 1979. Proceeds from this run go to the Ligue Genevoise Contre le Cancer.

– Patsy Allen



EXPAT EXPO

Expat Expo in Geneva proved once again to be a success for *esca*, allowing our team of volunteers to engage in outreach to visitors to the event. We had 70 visitors to our stand. A most special contact was Events That Empower (see report under October Breast Cancer Awareness Activities).

Just as some corporations and groups use the Paddle for Cancer Dragonboat Festival as a team-building exercise, in a sense Expat Expo serves a similar purpose for *esca*. Volunteers make a dedicated and enthusiastic team brought closer together by reaching out to the public through this activity.

– David Freedman





EVENTS

LÉMAN INTERNATIONAL FAIR

The Léman International Fair is an informative day held in Lausanne with over 140 businesses and services who serve the English-speaking community. For the first time, **esca** had an information stand and the volunteers felt it was well worth it and should be an annual event. It was a wonderful outreach opportunity for **esca** for the Lausanne area.



NURSING ONCOLOGY COURSE

As in past years, **esca** is part of the oncology course for nurses at the Maternité of the Geneva Cantonal Hospital. This two-day course is followed by nurses who are currently working or who wish to work in the women's cancer section of the Maternité. One section of the course is dedicated to patient associations and **esca** gives a short presentation of its services and is on hand to give information and answer questions.

LOOK GOOD... FEEL BETTER



Once again the 'Look Good... Feel Better' programme gave **esca** clients the opportunity to benefit from the expert advice and guidance of esthetic specialist, Agnes Jarlet, in a two-hour make-over session on our premises. The seven participants learned techniques of make-up application to help women who have undergone cancer treatment manage its often appearance-related side effects. The results were splendid, and even those women who were not in the habit of applying make-up were pleased. Each participant took home a huge bag of full-sized skin care and make-up products for her personal use. This service is offered free of charge by Look Good... Feel Better.

– Raynelle Arcaini

OCTOBER BREAST CANCER AWARENESS ACTIVITIES

October is International Breast Cancer Awareness Month. **esca** and its volunteers participated in several events during the month:



P&G AND REUTERS INFORMATION DAYS

The Fondation Genevoise pour le Dépistage du Cancer du Sein (Foundation for Screening Mammograms) and **esca** participated together in well-attended conferences and information days at both Proctor & Gamble and Thomson Reuters. The conferences featured a presentation by Dr. Beatrice Arzel, the Director of the Fondation, on mammogram screening, followed by **esca** volunteers giving a presentation of our services.

WTO EMPLOYEE EVENING CONCERT FOR CANCER

This evening concert was organized by the WTO employees to raise funds for local cancer associations (**esca**, the Ligue Genevoise and the Ligue Vaudoise). The event took place at the lovely salle des pas perdus in the WTO building and featured several employee amateur pianists, their very own brand new 'Glee Club' directed by Peter Jeffes and a professional pianist, Riyo Kojima. Around 80 people attended this very heartwarming event. Catherine Blanc was there to represent and give a brief presentation on **esca** and, upon their request, the Ligue Genevoise and the Ligue Vaudoise. Those attending were very generous as just over CHF 1000 were raised. The Ligues very kindly decided to let **esca** benefit entirely from this donation.



GENEVA SERVETTE HOCKEY PINK NIGHT

Once again, **esca** helped at the Pink Night hosted by Geneva Servette Hockey. Pink ribbons were handed out, and breast cancer information was on hand in an effort to increase breast cancer awareness. The players played in pink uniforms which were auctioned off later and all profits went to the Réseau du Cancer du Sein of which **esca** is an active member. The evening was a huge success, topped off with a win by Servette!

– Karin De Lamarter



EVENTS

GIRLS' NIGHT IN, GENEVA



The first ever Girls' Night In (an Australian tradition for Breast Cancer Awareness Month) was organized by Events that Empower and took place at the Lady Godiva Pub in Geneva. The Pub reserved a special area just for the 'girls' and a great time was had by all. The CHF 50 entry covered a welcome drink and the many stands including a photo booth, make-up stand, hairdressing stand and more. Volunteers from *esca* had an information stand with breast cancer awareness information. Jody Cole, an *esca* member, gave a very touching and inspirational speech of her experience with breast cancer.

All proceeds from the evening were donated to *esca*: CHF 1634 raised!

A huge thanks to Tammy Verheijen and Events that Empower.

AIWC BREAST CANCER AWARENESS SYMPOSIUM



A well-attended event organized by the American International Women's Club brought together five doctors and *esca's* psychologist, Thea Marais, in October. The Geneva clubrooms were decorated in pink (of course) as we listened to Oncologist Dr. Anne Hugli, Gynecologist Dr. Anne-Patricia Brunelli, Radiologist Dr. Elsabe Scott-Ber, Radiation Oncologist Dr. Conny Vrieling and Reconstructive Plastic Surgeon Dr. Marianne Prevot. Thea wound up the proceedings with her talk on 'Surviving the Emotional Rollercoaster'.

We were all impressed by the willingness of these highly qualified doctors to give up a whole morning to explain the high incidence of breast cancer (the bad news!) along with the noticeable decline in mortality (the good news!). We learned about the huge improvement in diagnosis and treatment of the disease and were encouraged to ask questions. *esca* would like to express its heartfelt thanks to the doctors and to the AIWC for the highly efficient organisation and warm welcome.



PADDLE FOR CANCER AWARENESS & FUNDRAISING CAMPAIGN

Paddle for Cancer began in 2007 and is increasingly successful. This campaign is *esca*'s major source of funding and is vital to our continued success.

In 2014 the cool winds of the bise blew but it did not dampen the competitive spirit of the teams participating and the 8th Paddle for Cancer was once again a huge success! But the day wasn't just about the racing, which was held in the friendliest spirit possible. The festival was a family day out with people of all ages both racing and watching. For the younger ones, there was the 'Mini Dragonboat', run at the same time as the main event. The various food stands ensured that competitors and spectators were able to stay recharged throughout the day and we thank everyone for making use of these stands as this provides fundraising for *esca* on the day as well. The massage therapists in the therapy tent offered expert massages drawn from various disciplines. The tent was rarely, if ever, empty. And for the second year, the festival also held a silent auction with a range of items – from holidays to paintings to computer games to restaurant/hotel deals to beautiful jewelry – on offer at very low starting prices. This innovation raised over CHF 12,000, a very welcome addition to the rest of the day's efforts. In all, it was a wonderfully successful day and we are always amazed and touched by the generous support shown by all our partners, supporters, competitors and volunteers.



CORPORATE TEAMS AND SPONSORS We are very grateful to our loyal corporate teams who support us year after year! These included: Cargill International (two teams-one of which was All Female!), Eaton (two teams), Medtronic, Merck-Serono, Firmenich, IMD, EA, Intuitive Surgical, Beau Rivage Palace in Lausanne, Accuray, IATA, MCI and Ariad. We also saw the return of the Citi Slickers. New teams participated from BRP, CareFusion, Celgene, Lenz Staehelin, Noble Group, Rothschild and two teams from Trafigura. Teams from Bunge and Caterpillar unfortunately had to cancel at the last minute. The IATA i-Fliers took first place in the 8-boat corporate final, followed closely by the 2013 champs EA Sports in second and first-timers the CareFusion Life-Changers in third.

EVENT SPONSORS and CHALLENGE donors included Schofield and Partners, Pure, CSP, Proair Private Jets, hc, and Village Camps. In addition, we had many Promo Sponsors who donate in-kind towards the event: Centre Sportif de la Vallée de Joux, la commune de l'Abbaye, L'Hotel de Ville de l'Abbaye, WRS, Le News, PG Globalcom, Terres de Lavaux, Patrick Location, Messaggio, Club d'Aviron Vallée de Joux, Pomodoro Pasta, La Semeuse, Stickers design.net, Ultrasun, McDonalds, TeleComm Sportservice AG, ProTENTS, Air Supply, Partytime, y-en-a.com, The Clubhouse, Jim's Market and Webster University. Valtronic, from the Vallée de Joux region, and Chiquita provided us with teams of volunteers who helped run the boat marshalling and kiddie-land areas. And of course there was the annual student team from Webster who work ALL areas the entire weekend! Without the generous support of the corporate teams and sponsors, their enthusiasm and great sportsmanship, this event would not be the success it is.



EVENTS

OPEN TEAMS Our Open Teams included paddlers from the international schools (Ecolint) La Chât Hawks and La Grande Boissière's Justice League as well as the La Côte Steamers from La Côte International



School and The Hope Heroes, students at the Institut International de Lancy. Other teams included the Dons & Divas sponsored by the Institut International de Lancy, Paddle Me Harder, Paddy's Pride, Archdragons, Cougars & Co., Make A Wish Foundation, KCBN, Geneva Hash Pirates, Zoe4Life, the AIWC Geneva and, of course *esca's* own team, the *esca* Paddlers. First place this year was awarded once again to Ecolint LGB with second Place going to Paddle Me Harder and third Place to the La Côte Steamers.

ALL-FEMALE TEAMS The Bosom Pals Paddlers (*esca's* team of breast cancer survivors), Swagatron 3000, who were students from Nations Ecolint, Paddle Me Harder Ladies, Vaud Vixens, Di-Vine Paddlers, Birds of Paradise, She-Wolves and Sizzle battled it out in the All Female category with Paddle Me Harder Ladies taking first place followed by the Birds of Paradise in second and the Sizzle in third.



MINI DRAGONBOAT AND KIDDIE-LAND The Mini Regatta and Kiddie-Land found a new location this year which proved to be excellent. The children had more room to run around and enjoy the activities provided.



The Mini Dragonboat competition is a free event for children ages 8-15 and involves races in 6-person mini dragonboats (dinghies). Over 100 children participated with prizes given to the top three winners: in first place were the Mini Dons & Divas with Ella Brooks, Fred Grove, Oliver Grove, Jack Brooks, Jack Pulcrano and Sarah Price, and in second place was La Côte International School with George Baker, Ethan Baker, Freya Burdon, Evie Cooper, Matthew Conway and Scott Millar. Other children thoroughly enjoyed the free canoe rides that were offered all day as well as the face-painting and bouncy castle which completed the Kiddie-Land area this year. Many thanks to PartyTime who donate the bouncy castle each year!

We give a big thank you to our coordinator, Janet Ireland, for believing in the Mini Regatta and for all her hard work to make it a huge success. And many thanks as well to all of the volunteers: the team from Chiquita with their delicious bananas, the crew leaders who led the teams throughout the competitions, the helms, the judges, the helpers, the registration team, the canoe team, the tent team and the list goes on

– Manasa Pais



THE PROCEEDS And the results are in!! The CHALLENGE to fund *esca*'s support services and support Zoe4Life raised a phenomenal CHF 96,000! These were funds raised by teams over and above their registration fees. Winners of the CHALLENGE and the prestigious CHALLENGE Cup were one of the two new teams from Trafigura, captained by Pirate Craig, however these amazing teams competed against each other and raised over CHF 34,000 together, with Trafigura then matching that figure for a total of CHF 69,000!

Other top fundraising teams: Paddle Me Harder, IATA, Geneva Hash Pirates, Birds of Paradise, Dons & Divas, *esca* Paddlers, Bosom Pals Paddlers, Ariad, Noble Group, BRP, She Wolves, Celgene, Cougars & Co, DiVine Paddlers, Citi Slickers, La Chât Hawks, Vaud Vixens and Medtronic Pacemakers.

Our sincere thanks to these teams and many others for their efforts and generosity! The Fundraisers CHALLENGE encourages teams to raise over and above the registration fees with the goal to fund specific areas of *esca*'s work and to help a local charity, as well as helping to raise awareness. Past proceeds have gone to the counselling fund at *esca*, the Pediatric Oncology Units of the HUG in Geneva and the CHUV in Lausanne, Maison de Tara (Geneva's first hospice) and this year to Zoef4Life which has a special fund that financially helps families of children with cancer.



SILENT AUCTION Thanks to the hard work of committee members, this year's auction cleared more than CHF 12,000, an increase of 50% over 2013. We sold 75 of 86 lots, of which 13 were extremely popular baskets of donated items from generous *esca* members. *esca* members were also active bidders, but the majority of winning bids came from non-members. Although the main purpose of the auction is to raise money, it has an added benefit. Often the people from whom we solicit gifts have not heard of *esca* so we introduce our services to a different clientele. We are pleased to be building some loyalty. 23 donors were repeats.

– Patsy Morgenstern

PROCEEDS Proceeds from registration and training fees, other fundraisers on the day such as the charity bake sale run by the AWIC and AIC, Heidi Bakery's giant cupcake raffle, silent auction, used book stall, therapies tent, drinks stand and merchandise stand, as well as donations, go to *esca* in order to continue and build upon their excellent services to cancer patients and their loved ones. Services such as support, the drop-in centre, library, and the training and continuing education of our peer supporters and volunteers. These funds also go towards administrative costs and the printing and development of cancer information. The proceeds generated for 2014 came to almost CHF 136'000!

DEDICATION MOMENT A special time-out was taken during the afternoon to emphasise why



EVENTS

this festival takes place and why we are all working so hard: to recognise those who have been touched by cancer and those who love and care for them. Nicole Scobie, from Zoe4Life, reminded us of the importance of the day: "All



of us are here today united, despite the fact that we come from different walks of life, for the same reason: because somehow cancer has touched our lives. Paddling for cancer, to me, symbolises the need to do something, to take action, to move forward. It's the second year I have paddled and it's been, once again, a great day for everyone on our team, which is made up of people touched by childhood cancer."

During the minute of silence that followed, while listening to Clouds by Zach Zobiech, a teenager who lost his battle with cancer, bottles of bubbles were handed out to all of the children and we watched thousands of beautiful bubbles flow upward and away in memory of those who have fought, are currently fighting and who have lost their battle with cancer.

Today we came together, all of us, to paddle for cancer.
 Today we paddled for those we've lost to cancer:
 Today we paddled for those who have survived an onslaught:
 And especially, today we paddled for those battling right now,
 and those battling tomorrow.

(Nicole Scobie)

THE ARMADA During the weekend itself, over 160 volunteers worked tirelessly to run the Paddle for Cancer Festival. A large number of these volunteers have been helping for a number of years, many since the festival began. Approximately 120 of these volunteers arrived on Saturday to help not only with the running of the festival but the immense set-up too. They included a team from the UK of boat handlers and race managers, over 30 Webster university students, esca volunteers, family members of the dragonboat teams and students from local international schools. As in previous years, Felix Meier and his professional team from dragonboatevents.ch gave technical support and so much more to the management of the races.



Over the entire weekend, the volunteers worked incredibly hard. There was a lot of laughter, hard work, basking in the sunshine on the Saturday and then shivering in the wind and rain on the Sunday. This amazing set of volunteers proved it was all worth it though - a truly inspiring team who together achieved staggering results.

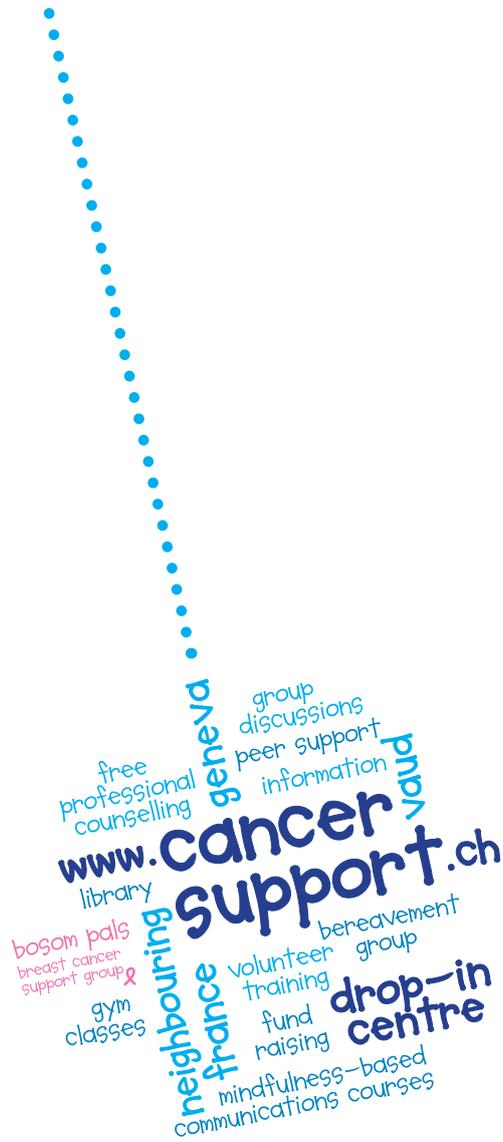
– Nicola Bowers

We look forward to Paddle for Cancer 2015, which is scheduled for Sunday, 6 September, at L'Abbaye.
 – Patricia Allen, Coordinator, Paddle for Cancer



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2014

ANNUAL REPORT

